

In The Specification

Please amend the specification at page 14, lines 14-17 as follows:

A user profile is a collection of information about a particular user.

21 The user profile typically includes collections of different information.

Notably, the user profile contains a combination of explicitly made selections and implicitly made selections.

In the Claims

Please cancel Claims 14 and 15 without prejudice.

Please amend Claims 1, 2, 12, and 13 as follows:

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22 1. (Amended) A method of using a telephone identifying information to present information over a telephone interface using a first computer, the method comprising:

using the telephone identifying information to access a user profile with the first computer, the user profile including a corresponding telephone identifying information matching the telephone identifying information;

using the first computer to update the user profile to include an implicitly made selection comprising a record of behaviors and actions performed over the telephone interface; and

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presenting a suggestion over the telephone interface using the computer, the suggestion based on the user profile, the suggestion comprising at least one of a topic, a sub-topic, a content, and an item for sale.

2. (Amended) The method of Claim 1, further comprising:
receiving a response to the suggestion over the telephone interface; and
updating the user profile according to an explicitly made selection comprising the received response.
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12. (Amended) An apparatus for presenting information over a telephone interface using a telephone identifying information, the apparatus

comprising:

means for using the telephone identifying information to access a personalization profile, the user personalization profile including a corresponding telephone identifying information matching the telephone identifying information;

means for updating the personalization profile to include an implicitly made selection comprising a record of behaviors and actions performed over the telephone interface; and

means for presenting a suggestion over the telephone interface, the suggestion based on the personalization profile, the suggestion comprising at least one of a topic, a sub-topic, a content, and an item for sale.